

Diane Ferrera

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LinkedIn

Brooklyn, New York

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Education

Pratt Institute

School of Information

Data Analytics and
Visualization, MS

Spatial Analysis and
Design, certificate

Columbia | Engineering

Data Analytics Boot Camp,
certificate

Boston University

College of Fine Arts

Graphic Design, BFA

Technical Skills

+ Adobe Creative Suite

Animate

Illustrator

InDesign

Photoshop

+ D3

+ HTML / CSS

+ JavaScript

+ Microsoft Excel

+ Python

+ QGIS

+ R

Seeking a new opportunity that will utilize both my design and leadership experience, as well as my zest for data visualization.

After working as a designer and art director for over 15 years, I followed a newfound passion for data and expanded my skill set - first with Columbia Engineering's Data Analytics Boot Camp, and then by earning my MS from Pratt Institute's Data Analytics and Visualization graduate program.

Through my professional work I have developed and strengthened my design, leadership, organizational, and collaboration skills. Graduate school has instilled in me how to research, analyze, visualize, and communicate data.

Experience

Art Director | 2017 - present

JLL (formerly HFF) | Fortune 500 Company | Capital Markets Division

The JLL capital markets team, comprised of over 3,000 specialists in more than 50 countries, advises investors through the full life cycle of an investment.

- + lead a team of six designers, in both project management and design direction; oversee the production of quality, branded offering memorandums and business enablement materials to be presented to senior management, deal teams, analysts, and ultimately clients

- + oversaw the design department's transition through a corporate merger in 2019 - supporting five separate groups and unifying 12 designers into one design team

- + coordinated the transition of the design team from full-time/in-office to working remotely through the COVID-19 pandemic

- + actively recruit, hire, and train new employees at both junior and senior levels; identify, hire, and collaborate with outside vendors including photographers, illustrators, designers and printers

- + increased team's productivity and deliverable quality through: implementing regular meetings that improved communication with stakeholders; regularly proposing and executing best practice procedures; streamlining the workflow of projects by building out resource libraries and minimizing redundant tasks

Art Director | 2005 - 2015

Delta Galil (formerly Burlen Corporation)

Delta Galil, a global leader in intimates and activewear, is a high-tech apparel company.

- + oversaw a team of four designers in the creation and manufacturing of original artwork for a variety of mass market apparel product lines

- + collaborated with merchandisers and sales teams in the creation of seasonal lines, trend presentations, and marketing proposals for over 20 stores

- + recruited, hired, and trained new employees